Resource Guide

SBSS

Express

Seminars

- Planning
- Implementation
- Follow-up
- Evaluation
- Forms and Worksheets

L0022LL/A

The Apple Reseller Videotape Fulfillment Program provides three channels for ordering videos:

AppleLink:	XMEDIATECH
Phone:	1-800-627-0230
FAX:	1-213-466-2376

REVUE Catalog

The REVUE catalog is designed to help you take advantage of the advertising and design work created at Apple Computer. Through REVUE you can order product art (including the newest products), posters, ad slicks, logos and broadcast materials. To order the ad materials or the supplement to the catalog, send an AppleLink memo to REVUE.

Apple InPrint

Coming soon is a new one-stop catalog shopping service for Apple selling materials. The Apple InPrint catalog will contain a comprehensive listing of all part-numbered literature and collateral. Easy-to-use ordering procedures will be part of this service. For a catalog and more information please AppleLink the following address: APPLEINPRINT.

Completing Final Steps

You've planned, you've implemented... and during this last week you should have only last-minute details to finalize. To help you make your last-minute preparations, you'll want to review the Seminar Checklist, located in *Section 5 — Forms and Worksheets*. Organizing these tasks will help ensure a successful day of presentations. Here are general tips for some important final steps.

Reconfirmation

Due to the natural attrition that takes place between the time a seminar attendee registers and the actual day of the event, it is wise to overbook your seminar by 20%-30%. In order to help reduce the rate of attrition be sure that you reconfirm with your attendees over the phone the day before the event as a reminder. If your staff is not equipped to conduct reconfirmation calls, you may want to hire an outbound telemarketing service to do this work for you, especially for larger seminars. The Reseller*Direct* program also offers this option.

Finalize Reseller Advantage Presentation

In addition to the Apple Advantage presentation included on your Express Seminars CD, we've provided a Persuasion slide for you to use as a template to highlight your own reseller advantage message. This is a chance for you to customize your message so you stand out from the competition. You'll want to be sure to include the following in your presentation:

- Reseller history and background
- Areas of specialization
- Support, service and training

Confirm Presenter (if any)

Confirm each presenter and their presentation topic. Before printing the agenda and materials in your information packet, reconfirm each presenter's correct title, address, phone number, and background information. Schedule a practice run before the seminar so that any necessary last-minute edits can be made and so the entire agenda flows together smoothly.

Finalize SBSS Express Seminars Demonstrations

Put the final touches on your Express Seminars demonstration and script utilizing the condensed demonstration materials found on the Express Seminars CD and in the tabbed section of your binder.

Select Appropriate Videos

If you are using any of the success story video footage provided in the SBSS Express Seminars binder, be sure to have the video cued to the appropriate success story for your seminar topic.

Confirm Staff Assignments

You may want to recheck your Seminar Checklist which includes staff assignments. It's located in *Section 5— Forms and Worksheets.*

Seminar Day

Seminar day will proceed smoothly if you have attended to all of the implementation details. Register attendees as they arrive and use this opportunity to meet them. If they haven't already completed their Needs Analysis Questionnaire during the confirmation process, you can hand out the questionnaire before the seminar begins. This will help attendees think through how they might use a Macintosh prior to your seminar beginning. These can also help you fine tune your presentation to address the specific needs your audience has identified. Plus they may give you an indication of who your hottest prospects are.

You may also want to direct their attention to hands-on areas, refreshments, telephones, and rest rooms. As the starting time approaches, encourage attendees to take their seats so that you can begin on time and keep to your schedule.

As the seminar begins, welcome your attendees and set the 'ground rules' for the session (how you'll handle questions, timing of breaks, etc.). Once the presentations have started, monitor each speaker's time so that you can stay on schedule. Remember, it is always in your best interest to finish early. Use the last 10 minutes of your seminar to personally talk with your attendees.

Apple Reference & Presentations Library (ARPL) CD

The ARPL CD contains sales and marketing tools which can assist you in organizing and implementing your seminars. Some of the informational materials contained on the CD are presentations and demonstrations about Apple Computer, the company, as well as Apple products and competitive information. Also located on the ARPL CD are the Apple Literature Guide, the Apple Video Guide, a Success Stories Stack, presentation graphics and much, much more. The ARPL CD is updated regularly and is sent to all Apple Authorized Reseller locations. It is also available on AppleLink.

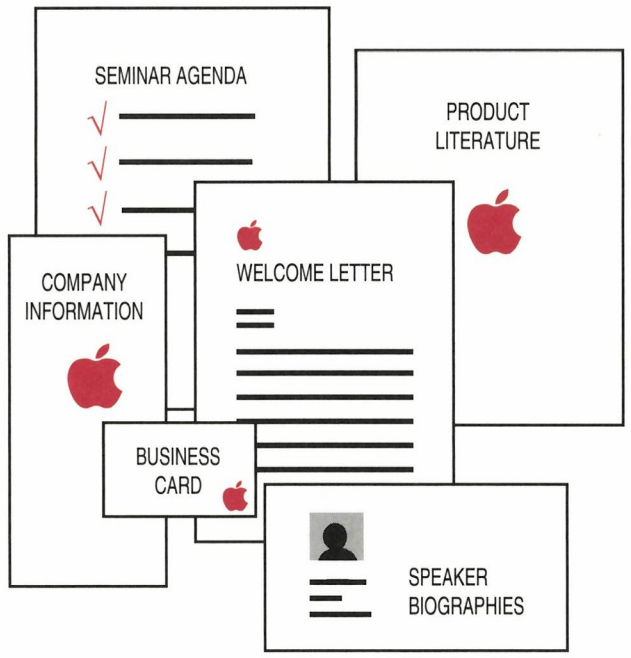
The Apple Merchandise Program

This program consists of Apple merchandising materials you can order for your seminars, events and promotional activities. Among the items available are: signs, banners, folders, notepads, name badges, pens and much more. Many of these materials are customizable so that you can incorporate your logo and/or tag line. We offer four convenient ordering methods:

Phone:	1-800 -325 -1965
Fax:	1-314 -569 -3654
AppleLink:	APPLECATALOG
Mail:	The Apple Merchandising Program
	Hermann Marketing
	P.O. Box 32436
	St. Louis, MO 63132

Apple Videotape Fulfillment Program

The Apple Videotape Fulfillment Program consists of over 120 videos that have been created by the Apple Video Group, Apple Television, Human Resources and other videotape producers for Apple. An AppleLink version of the catalog describing the videos can be found under the Apple Programs folder located on the Sales and Marketing icon. Please read the ordering guidelines on AppleLink for more details about the program.



In addition, you may want to include the following:

- Welcome letter
- Seminar agenda
- Purchasing and financing information
- Speaker biographies, business cards, and brochures from presenter
- List of other resources (eg., authorized trainers, consultants, user groups)
- Related clippings, articles, or success stories
- Note paper/pad

Please review the sample materials provided in the tabbed section of your Express Seminars binder. These may be useful for attendee handouts and information kits.

Determine Other Information Requirements

- Seminar signage
- Attendee name badges
- Proposal forms
- Product configuration sheets
- Needs Analysis Questionnaires

Apple Selling Materials

In order to obtain Apple literature for your seminars, please review the Apple Selling Materials folder in the Price Lists folder under the Apple Sales and Marketing icon located on AppleLink®. You may also want to review your Apple Reference and Presentations Library (ARPL) CD for literature ordering information. Electronic order forms are located both on AppleLink and on the ARPL CD. Once you have determined the literature you need, you may place your order via phone or AppleLink with your Apple Support Center.

Closing Your Seminar

Be sure to include the following information in your closing remarks:

- Thank your audience for attending
- Highlight your capabilities, especially service and support
- Thank any presenters, mentioning each by name and company
- Ask for Evaluation Forms
- Mention hands-on area (if applicable)
- Work toward obtaining leads

Your sales staff should be available to answer audience questions, or set up a personal sales call.

Evaluation Forms

Feedback from seminar attendees will help you improve subsequent seminars and help you to better qualify future attendees. It provides a way for you to track the interest of attendees and determine how the seminar affected their understanding of Macintosh solutions. It's a good idea to hand out the Evaluation Forms separately so your audience doesn't overlook them or mix them with your other seminar materials. A sample Evaluation Form is included in *Section 5— Forms and Worksheets.*

Be sure to collect Evaluation Forms from the attendees so you can use them to prioritize your follow-up calls and evaluate the success of your seminar. In the Evaluation Section we will provide information and techniques for evaluating the success of your seminar in more detail.

software which is appropriate to your seminar topic and your audience. You may also want to show more than one system configuration to highlight Macintosh solutions that fit a range of budgets.

If conducting the seminar off-site, confirm equipment requirements and rental arrangements the week prior to your seminar. This step reconfirms that your original equipment list can still accommodate any last-minute changes in agenda or presentations.

Making Arrangements for Refreshments

You may want to plan for some type of refreshments for your seminar attendees. Your choices will be influenced by the time of your seminar and your budget. Since most small business seminars will run for two hours or less, beverages and light snacks are usually all that you'll need. If you hold your seminar at a rented location, they will provide you with menus and prices.

Preparing Seminar Information

Each attendee should receive a packet of information that can be handed out at the beginning of the seminar and reviewed later, if needed. The purpose of the information packet is to provide more in-depth information about your company, services, support capabilities, training options, and products. It continues to sell after the seminar is over, and it provides a reason for you to follow-up by telephone to answer questions. The elements which are most critical to include are:

- Your company information and business card
- Product literature on solutions presented (leave out pricing information)
- Special seminar offers/purchase incentives

Implementation

Below are some things to look for when selecting an off-site seminar location:

- Convenience for audience — close and easy directions/disability access
- Experience with hosting seminars — number per week/month
- Flexibility and responsiveness — ask for references
- Quality — equipment, refreshments
- Cancellation policy
- Security procedures

Determining Equipment Needs

The size and content of your Express Seminar will impact your equipment requirements. For your presentation it is important to make sure that your audience will be able to see the demonstrations and hear the presenters easily. You may want to call a local audio-visual company to get recommendations on equipment needed for projecting a Macintosh. These companies should be listed in the Yellow Pages.

To demonstrate the SBSS Express Seminars condensed Business Solutions you will need the following computer and projection equipment: a Macintosh II computer with an 80 megabyte internal hard drive and a minimum 5 megabytes of RAM memory. A 33" multisync or data monitor is adequate for audiences of up to 20 people, depending on the size of the room. For larger audiences, you may want to consider a 37" multisync or data monitor, or even a video projector to project on a 6' x 8' screen. Confer with your A/V company to determine the most appropriate brands and equipment. They can also help you determine any special lighting needs you may require.

In addition, be sure to ask the A/V company about an interface device for the Macintosh and the projection device. If your demonstrations are using the built-in sound capabilities of the Macintosh, you may want to get external speakers, especially for audiences which exceed 20 people.

If you are planning to hold a seminar in a facility other than your location, you may want to consider having a product display of Apple and third-party hardware and

Resource Guide

Follow-up

Upon successful completion of your seminar, the most important step is to follow-up with all prospects who registered for the seminar. This is your opportunity to translate that prospect's interest into a sale. In this section we will outline details to help you do the following:

- Building your database **41**
- Conducting follow-up activities **41**
- Closing sales **45**

Implementation

Selecting a Location

Selecting a location for your seminar goes hand-in-hand with selecting a date — especially if you plan to use an off-site location. From a cost savings and logistics standpoint, it is most effective to set aside a location within your store to conduct seminars. If you choose to go off-site, you may also want to consider which locations will offer easy access to your target markets. Consider non-traditional locations like business parks or other areas where many small businesses are often located. Below are some benefits and tips for selecting from various locations for your seminar.

Apple Facilities

Some Apple Regional Sales offices have seminar facilities in-house which are available for reseller seminars. Check with your Apple Sales Representative to see if this applies in your area.

In-store Seminar

If your store location or training facility can hold the number of attendees you anticipate, it can be beneficial to use this space. Holding the seminar in your store location allows you to:

- Focus customers' attention on your store
- Save on space rental fees
- Utilize existing demonstration equipment
- Prepare for your seminar more easily

Off-site Seminar

If it is not desirable to hold the seminar at your store, investigate off-site locations for your seminar. Consider this option if you have limited space, parking or ambiance at your store location. Benefits of using an off-site meeting facility such as a hotel or conference facility include having an experienced site coordinator who can provide valuable assistance with implementation. You may even find that an off-site location will help you to go to the small business markets you've targeted and make it easier for them to attend.

Implementation

Managing Logistics

Properly managing the logistical details of a seminar is critical to the success of your event. Often managing the logistics can seem somewhat less important than the initial planning for your seminar. However, insuring the accuracy of the minute details can help make a positive impression on your prospects. While the list of steps to take in preparing for your seminar won't change much, the tactical details of each step may change depending on your target market and actual audience.

Selecting a Date and Time

Selecting a seminar date and time are important, especially for small business seminars. It requires extra awareness of your prospects' schedules and business cycles. This may mean that seminars are scheduled at night or on weekends to allow your small business prospects an opportunity to attend. Try to choose dates that won't conflict with your target industry's major events (trade shows, conventions, etc.). Also be sure you understand their business cycle — for example, CPAs are extremely busy from December through April. Realtors often have more free time to attend seminars in the slower months of November, December and January. You'll want to keep these types of considerations in mind during your planning.

Based on Apple's seminar experience nationwide, some general scheduling tips include:

- The best days for seminars are usually Tuesdays, Wednesdays, and Thursdays
- Avoid the beginning or end of the month due to month-end financial closings
- Early evening seminars tend to generate the best turnout, especially for small business audiences
- Saturday morning or weekday brown-bag lunch seminars can work well, especially when running a seminar series

Follow-up

Building your Database

As you begin your follow-up efforts, it's important to organize the information you have gathered on each prospect. This information can be gleaned from the final list of attendees, registration information, evaluation forms, business cards, and completed Needs Analysis Questionnaires. Other sources of prospect information include:

- Telemarketing records
- Tear-off cards from your direct mail campaign
- Bounce-back cards from newspaper ads

You may want to input this data into your Local Lead Tracker provided with SBSS to help you keep up-to-date information on each prospect. After you input the information, your sales staff can use this database to sort and analyze your prospect list into different categories. Sorting by these categories will allow you to prioritize your leads and efficiently manage your follow-up activities.

Conducting Follow-up Activities

The most critical element in seminar selling is the follow-up. With this in mind, it is essential that you try to identify your top ten prospects before they leave the seminar, as they will be the best prospects to contact immediately. This is your opportunity to transform your seminar attendee into your customer and not your competition's. We've outlined some general tips for various follow-up methods below.

Follow-up Tips

Remember it is essential to follow-up with both seminar attendees plus those who registered, but didn't show up. In all cases, your overall goal is to move the prospect further along in the purchase cycle and eventually to close the sale.

Phone Follow-up

Be sure to prepare a script before calling. Whether calls are made by your sales staff or a telemarketing firm, the conversation should reference the seminar your prospect

Follow-up

attended and work toward bringing them closer to a purchase decision. Use this follow-up call to:

- Re-establish rapport
- Get your prospect talking
- Confirm their needs
- Test trial closes and invite action

Mail Follow-up

A personalized letter sent out immediately after the seminar can help pave the way for an in-person sales call. It can also strengthen your message if used with informational materials as a follow-up to a phone call. Some tips for harder-hitting mail follow-up include:

- Personalize each prospect's letter and thank them for attending
- Include an attention-getting opener
- Review the highlights of the seminar (key solutions, increased productivity)
- Offer an incentive to purchase a Macintosh now
- Ask for an in-person meeting

In-Person Sales Call

The best follow-up, especially for warm and hot prospects, is an in-person sales call. Given this opportunity, your sales staff can better understand the prospect's business and computer needs and use this knowledge to demonstrate Macintosh solutions targeted to meet those needs. If a Needs Analysis Questionnaire has already been completed for the prospect, you'll want to be sure to review it prior to meeting with them. During your in-person sales call be sure to:

- Review any needs the prospect has already expressed
- Probe for other essential needs
- Demonstrate your ability to deliver the solution to meet those needs (includes hardware, software, service and support)
- Ask for the sale

Implementation

Defining Roles and Responsibilities

To help you successfully conduct your seminars, you should clearly define roles and responsibilities up front. Getting your staff involved early will help build their enthusiasm and increase their participation. If you plan to conduct a series of seminars, defining ongoing responsibilities for your staff will increase consistency and improve efficiencies. Outlined below is a sample matrix of your team and their associated responsibilities. Please use the comprehensive Seminar Checklist in *Section 5 — Forms and Worksheets* to help organize responsibilities for your seminar.

You (seminar planner)

- Set your objectives (seminar theme, target audience, etc.)
- Develop the overall plan
- Assign roles and responsibilities
- Supervise implementation and follow-up
- Determine presenters

Your Staff

- Assist with generating leads, follow-up and confirmations
- Assist with implementation
- Present information or demonstrations

Apple Field Representative

- Assist with planning, providing seminar tips and techniques
- Provide details about target opportunities, Apple programs, and collateral that will help you sell with seminars
- Suggest lead development alternatives and follow-up plans

Third-Party Presenters

(Consultants, third-party software or hardware vendors, current Macintosh owners)

- Add credibility and impact to your seminars
- Offer industry-specific expertise and knowledge
- Present information or demonstrations

Follow-up

As you learn more about your prospects, you may realize they fall into several classifications. You will probably have at least three categories of prospects, maybe more, including:

Hot Prospects
Those who plan to purchase in the next 30 to 90 days

Warm Prospects
Those who plan to purchase in the next 3 to 12 months

Cool Prospects
Those who are uncertain when or if they will purchase

Here are some strategies for following-up with each type of prospect:

Hot Prospects

If possible, use a combination of phone calls and on-site visits with these prospects. If they are ready to buy now, contact them within a day or two after the seminar to set up an on-site appointment and close the sale. For those who are still gathering information, you may want to present a one-on-one SBSS demonstration based on their Needs Analysis Questionnaire. Probe to see if there are others in their company who should attend the presentation. Once you've made the sale, you'll want to:

- Follow the sale through installation
- Check back with your customer in 2 to 3 weeks to make sure that things are going smoothly and that they are satisfied
- Offer training or recommend the services of an appropriate consultant who can help your customer develop customized solutions

Warm Prospects

While these people may not be as close to a purchase decision, they are definitely worth immediate follow-up. When you contact them, you'll want to find out what additional information they need to make a decision. You can also focus on finding out what their buying status is at this point. Follow-up with these prospects may require a few more contacts. If you do have a telemarketing staff or use a service, you may want to use them as a follow-up to your on-site calls and to offer additional information. As soon as a prospect turns "hot" your sales staff will want to take over to focus on closing the business. Some general steps to follow:

- Set an appointment for a sales call or personal SBSS demonstration
- If they will not agree to setting an appointment, offer to provide them with additional information
- Re-contact in 30 days, 60 days and 90 days

Cool Prospects

Even those people who indicated they were not ready to buy are potentially good prospects to keep in your Local Lead Tracker database. Since they aren't as ready to purchase, you may want to follow-up via phone call or by mail with additional materials. Generally:

- Determine why they are not ready to purchase
- Turn these names over to your telemarketing staff for contact in 60 or 90 days
- Invite them to future seminars or other events

Registrants Who Didn't Attend

It's also important to follow-up with the prospects who registered, but did not attend. Some of these prospects may end up classified as cool prospects. However, a lot of them are hot prospects who wanted to attend the seminar but missed it due to unforeseen conflicts. Or they may already have the information they need to purchase. Follow-up with them to find out why they didn't attend and determine where they are in the purchasing process.

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Implementation

Implementing your seminar involves managing logistics, preparing presentations, and filling seminar seats. In this section we will provide more information on the following:

- Defining roles and responsibilities **27**
- Managing logistics **28**
  - Selecting a date and time **28**
  - Selecting a location **29**
  - Determining equipment needs **30**
  - Making arrangements for refreshments **31**
  - Preparing seminar information **31**
- Completing final steps **34**
- Seminar day **36**

You've provided your prospect with product information, presented a one-on-one demonstration and addressed any purchasing concerns they identified. Now you're ready to close the sale. To help in this step, you may want to provide financing information. In addition, it's always helpful to offer some type of purchase incentive.

Seminar-Related Purchase Incentives

To build on the key messages of your seminars and close sales more efficiently, you may want to offer seminar-related purchase incentives. To be most effective, this should reinforce what your attendees have seen and be related to their needs and interests. Examples might include:

- Special pricing on seminar-related system configurations or peripherals
- Software bundles which are meaningful to your audience
- Training offers
- Consulting time
- Special financing offers

You may want to work with your third-party presenters (developers, consultants) to develop customized purchase incentives. These might include things like free 800# service from a software developer or on-site support from a consultant. By creating offers which are unique to your location, customers are more likely to purchase from you rather than your competition.

Ideally, your incentive will be attractive to your prospect primarily because of the value it adds to the purchase, not so much because of cost savings. Using the value-added approach will enhance your image as a consultant who understands their business and needs, leading your customer to become a long-term client.

Follow-up

Financing Options

Be sure to have information on how to purchase Macintosh equipment and solutions. This is especially useful as a closing tool for your small business prospects who may need some financing alternatives to make their purchase. Apple provides several financing programs which you can offer your customers.

The Apple Business Lease

This financing tool allows businesses to lease Apple computers, peripherals and software without tying up ready cash, bank lines or other sources of financing. The paperwork for you and your customer is simple, turnarounds are fast and approval ratios are high. And, the Apple Business Lease offers competitive rates for customers as well as built-in protection plans such as payment protection, obsolescence protection and key-person protection. A variety of payment plans, from 12 to 60 months, can be used with a minimum net monthly payment of $50.00.

Apple Commercial Credit

The Apple Commercial Credit program is a customized leasing program that allows customers to get the Apple equipment they need (including peripherals and software) without utilizing liquid assets or using other lines of credit or financing. The minimum amount is $1,000 and lease terms range from 1 to 5 years. A qualified customer is approved for 125% of the requested amount so that add-on sales are possible without an additional credit check. The lease is flexible and allows lease renewal or purchase at the end and trade-ins during the term to upgrade the equipment.

The Apple Business Credit Card

The Apple Business Credit Card is a revolving line of credit that allows customers to buy Apple products and Apple compatible software on credit and make affordable monthly payments. The minimum purchase is $1,000 and the purchase can be paid off in thirty days without incurring any finance charges. The customer can pay back the total balance at any time, saving additional finance charges and without paying an annual fee.

Planning

No matter how you define your agenda, there are a few general guidelines to follow in order to have an impactful and results-oriented seminar. When developing your agenda, you may want to remember these three rules:

- Intro — Tell them what you are going to do
- During — Do it
- Close — Recap what you've just done

Your speaking style should reflect a knowledge of the attendees' industry. To help you do this, we've provided the market overviews for you to review prior to your seminar as well as the Express Seminars scripts which include many key industry terms and examples. Be lively. Be interesting. And remember... enthusiasm sells.

Establishing Your Agenda

Once you have decided which of the Express Seminars you are going to use and you've chosen presenters, you can prepare a more detailed seminar agenda. The agenda is a one-page event summary, answering all of the 'who, what, where, and why' questions that attendees may have. Make adjustments to your agenda to reflect the length of your seminar. A general guideline is to change pace by introducing a new speaker or topic every 25 minutes. The following is a sample agenda for a one-hour SBSS Express Seminar that you can use as a guideline.

Seminar Agenda

Seminar Introduction (5 minutes)
Welcome, highlight your expertise, review agenda
Introduce guest speakers (consultants, third-party developers)

Demonstrations (20 minutes)
SBSS Express Seminars condensed demo
Other solutions as defined by presenter
(This section may be longer depending on your audience and the demonstrations you've selected)

Video Success Story Appropriate for Industry Audience (5 minutes)

Apple Advantage Presentation (10 minutes)
(You may want to edit the presentation to fit your schedule)

Seminar Close (10 minutes)
Reseller Advantage
(Highlight your strengths such as training, service, support, understanding of market, consultant relations, solutions offered, financing options)
Attendee evaluation

Questions and Answers (10 minutes)
Talk with attendees

Optional
Offer hands-on opportunity and set up individual meetings with attendees

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Evaluation

You've completed your seminar and begun to follow-up with prospects. At this point, it is important to evaluate your seminar efforts. Thorough evaluation will enable you to streamline future seminar planning and make your seminars even more effective. In order to gauge the success of your efforts we recommend reviewing the following:

- Attendee feedback **49**
- Quantitative data **49**
- Qualitative measures **50**

Macintosh computers in their business. Utilize your own customer list or contact the local Macintosh users group for small business Macintosh owners in your area. Be sure to work closely with your invited speaker well in advance of your seminar date. This will help ensure that the information he or she presents is consistent with your seminar focus and agenda. To help you locate qualified consultants, Apple offers the Apple Consultant Relations Program. You may want to start here as you begin your search for seminar speakers.

Apple Consultant Relations (ACR) Program

Apple Consultant Relations (ACR) offers you a pool of resources which you can draw upon throughout the seminar process; from designing and delivering the seminar, to follow-up, to the actual sale. The ACR Directory is a reference tool providing profiles of consultants who work with the Macintosh computer. Some of the areas of expertise include the following:

- **Accounting**
- **Advertising**
- **Architecture**
- **Construction**
- **Engineering**
- **Graphic Design**
- **Law**
- **Manufacturing**
- **Real Estate**
- **Business Management**
- **CAD/CAM/CAE**
- **Compatibility/Connectivity**
- **Database Applications**
- **Desktop Publishing**
- **MultiMedia**
- **Office Automation**
- **Project Management**

Consultants participating in the program have proven expertise with a broad range of Macintosh solutions, and can work with you to develop customized solutions, or to better apply Macintosh technology to your customers' businesses. They can also add tremendous value to your industry-specific SBSS Express Seminars presentations. For more information on this program, contact your Apple Business Development Executive or Apple Sales Representative.

Planning

We have also included several other tools and presentations in your Express Seminars binder and on the CD. These include demonstrations on Macintosh Compatibility & Connectivity, System 7, an Apple Advantage presentation, a Macintosh Disability Resources HyperCard stack, Made on Macintosh samples and a Competitive Advantage folder. Each contains information you may want to use in your seminar.

Both the Compatibility & Connectivity and System 7 presentations are provided in an automated format. Demonstration scripts for each of these demos can be found both on the CD and in hard copy in the Express Seminars binder.

You may also choose to include the Apple Advantage presentation as part of your seminar agenda. This has been created in Aldus Persuasion and can be found on the CD. Again, there is a script provided both on the CD and in printed format in your binder. Depending on the length of your seminar, you may choose to edit the presentation.

When you use this presentation, you may also want to create your own "reseller advantage" presentation to build on this message. It is very important that you convey your company's value to the attendees. Focus on your service, support and knowledge of the attendees' industry. We've included a "reseller advantage" presentation template created in Persuasion for you to use if you'd like. You may also want to develop a company flyer or brochure to hand out.

Locating Seminar Presenters

Once you have determined your content, you may want to select a third-party presenter to assist with your seminar. This role could be filled by an industry consultant, a representative from a software developer or a current Macintosh user who is a professional in the industry your seminar is targeting. User testimonials in a seminar environment can substantially enhance your ability to close sales due to the impact of the message from an industry peer who's had proven success using

Evaluation

Post-seminar evaluation will point out successful aspects of your seminar as well as the areas which can be strengthened for future efforts. Reviewing all of the details will provide good customer information and a better understanding of how your seminar influenced attendees' purchase decisions.

Attendee Feedback

Probably your most important measure of success will be the reactions and evaluations you'll receive from attendees. Their input will provide you with feedback on how effectively your seminar addressed their needs, what information they found most valuable, whether your presenters were credible and whether your seminar increased their motivation to purchase. You will also want to take note of their reaction to the Macintosh solutions presented and how this might help you communicate with them in a follow-up sales call.

Besides the input you can gather from the Evaluation Forms, it can be helpful to think back upon the actual seminar and how attendees reacted at the time.

- What types of questions were they asking?
- Were there any non-verbal signals they were giving?
- Was there good rapport with presenters?
- Did they offer any buying signals?

Additionally, there are other ways you can measure your success, both quantitatively and qualitatively. Each method is important because they provide valuable feedback about different aspects of your seminar.

Quantitative Data

Some people feel you can only judge results by the numbers. This type of analysis will require calculation of some key ratios including:

- Number of positive responses/Number of impressions: this indicates the effectiveness of your prospecting and will vary depending on the prospecting methods you used.

Evaluation

- Number of attendees/Number of registrations: this will help you determine how successful you were in effectively confirming and holding attendance.
- Number of sales/Number of attendees: the closer this ratio is to 1:1 means your seminar was a winner.
- Sales revenues/Seminar expenses: this gauges the profitability of your seminar. Of course, the higher the number the better.

Obviously, some of these calculations can't be made until your sales staff has had time to follow-up with attendees since most sales won't occur immediately after the seminar. This is why it is important to track your follow-up efforts after each seminar, and to allow for enough time to close sales.

Qualitative Measures

For qualitative analysis, review your planning and implementation process. How accurate was your budget? Did you allow enough time for implementation activities or did you have to scramble at the last minute? Were some prospecting methods more effective than others for your target market? Did equipment work properly? How did your audience rate your presenters? What were the predominant comments, concerns, compliments, or complaints brought up by your attendees?

Most of these "measurements" are less tangible, but as you review each step in the process you will probably think of ways to refine your efforts for future seminars, thus saving time and effort. Keep in mind that your first seminar is not the best indicator of your overall success. You learn a lot the first time around, and your ratios will change over the long run. In particular, you can see these positive results when you have a series of on-going seminars. Compare data from several seminars before making a final judgment about the success of seminar selling.

Planning

When naming your seminar, some general guidelines apply:

- Keep the name short
- Highlight benefits important to your audience
- Use quantitative information, when possible

For example:

- "Doubling Office Productivity with the Macintosh"
- "Automating Small Business Accounting"
- "Macintosh Project Management: On Time & On Budget"
- "Office Productivity for the First-Time Computer User"
- "From Design to Prepress with the Macintosh"

In the SBSS Express Seminars binder, you will find materials and information you need to conduct seminars for the following small business customers:

- **General Business**
- **Accounting**
- **Advertising/Communications**
- **Architecture**
- **Construction**
- **Engineering**
- **Graphic Design**
- **Legal**
- **Real Estate**

These demonstrations are provided in two formats. First, a MediaTracks format for self-running presentations. This format allows you the freedom to concentrate primarily on your verbal presentation. Although this makes the presentation easier, it will limit your ability to be spontaneous and follow your audience's reactions. To solve that, we've included abbreviated versions of the SBSS Business Solutions. These real-time presentations are found on the CD, allowing you to do further customization. Industry-specific demonstration scripts utilizing the "Say This, Do This, Show This" format can be found both on the CD and in hard copy in the tabbed section of your binder.

Both the automated and the real-time demonstrations are condensed versions of the SBSS Business Solutions. Should you choose to conduct a longer, more comprehensive demonstration, please refer to the demonstrations on your SBSS CDs.

people are most likely to be listening. Since many small business owners work beyond an 8 a.m. to 5 p.m. day, you may *not* want to use typical drive-time hours which can be the most expensive.

Word-of-Mouth

Since many small business owners look to their peers for information, word-of-mouth communication may be one of your most effective tools. Satisfied customers will recommend you to other prospects. Also, if you present your seminars at the same time and same location, word-of-mouth will spread even more rapidly for you. You may want to ask your small business customers who else they know who may be interested in attending the seminar. You can even play up your customers' positive experiences by using them as "success story" presenters.

In-Store Advertising

You can also post a flyer or poster in your store to notify customers about your seminar. If you have flyers ready to hand out, encourage people to take them and pass them on to their colleagues. You can also create a flyer or poster from your newspaper ad or direct mail piece, or create a new one on the Macintosh. To offer greater access to your targeted industries, these materials could be placed at or sent to other locations such as: office supply stores, libraries, local small business organizations or industry groups.

Defining Seminar Content

In the SBSS Express Seminars, we have provided the general content and demonstrations for nine key industry segments. We suggest you use the Express Seminars scripts and sample agenda as a starting point to help you determine what you want to name your seminar, whether to use third-party presenters and how to customize for specific audiences. Due to the content of the Express Seminars, you will want to select a name which reflects the full functionality of the Macintosh across the critical business needs of your audience. If third-party presenters are demonstrating solutions unique to the targeted industry, be sure to have a seminar title that's as specific as possible.

Summary

We hope you'll find that the SBSS Express Seminars provide an effective way to demonstrate the versatility and advantages of Macintosh computers in a seminar setting. Feel free to adapt these materials to make them unique to your business and to meet your customers' needs. Once you begin using these tools in seminar selling, we are confident that you will enjoy a higher level of success in selling Macintosh to small businesses.

As we continue to refine and expand the components of SBSS, we hope you'll provide feedback and suggestions. Please let your Apple Sales Representative know what innovative ways you've developed for using these materials and the SBSS selling process. We'd like to publish your successes for others to learn from and build on.

Thank you.

To maximize its effectiveness, telemarketing should be used both for recruiting attendees and as a follow-up to your seminars. This can require commitment to regular calling on a long-term basis. You may want to work with telemarketing service bureaus instead of developing your own in-house staff. Check your Yellow Pages for telemarketing services in your areas.

Direct Mail

Using direct mail to solicit seminar attendees can also be very effective. A key to success here is in the quality of the list you mail to and the effectiveness of your direct mail piece in demanding people's attention. For this reason, you may want to consider using your Local Lead Tracker database as one source for names. The average response rate for direct mail is 1%-3%. But by combining direct mail with telemarketing efforts you can increase that rate substantially to 15%-20%. One way to enhance direct mail for seminars is by enrolling in the Reseller*Direct* program mentioned previously.

Newspaper Advertising

Newspaper advertising allows you to reach a large number of people at very little cost per person. Although you can't target specific small business market segments with newspaper advertising, it is a heavily used and effective medium for small business prospects. Newspaper advertising has been successful in attracting prospects to seminars, especially current computer owners. This may mean you'll have an audience of primarily repeat purchasers and you may want to tailor your presentation to their needs. It is a worthwhile investment of prospecting dollars — especially when you follow-up with telemarketing and a confirmation letter. Also, be sure to list your seminar in the business events calendars listed in most local newspapers. This service is usually free of charge.

Radio Advertising

Radio advertising can also be effective, especially if you include a number which listeners can call to register. Run radio ads 3 to 5 days prior to your seminar and air them on stations popular with your target audience during hours when small business

Planning

With a newspaper ad you should include a phone number for responses or a clip-out coupon with your address on it. Or, if you decide to use direct mail you may want to offer a pre-stamped business reply card. Some general response rates you can anticipate are shown in the table below.

Prospecting Response Rates

Prospecting Method	*Response Rate*
Telemarketing	15%-20%
Direct Mail	1%-3%
Radio advertising	<1%
Newspaper advertising	<1%

As part of your pre-qualifying process, it is important to follow-up with those who have expressed an interest to confirm their attendance. A good planning tip is to confirm more attendees than you ultimately want to have attend, since you can expect a drop-out rate of approximately 20% to 30%. It may be helpful to use the Needs Analysis Questionnaire as part of your follow-up confirmation. This way you gain knowledge of your audience, like the type and size of their business, current computer use, purchase plans, etc. This will be helpful in preparing for your seminar. It also tells your prospects you are serious about understanding their needs. We have included a sample Confirmation Letter and the Needs Analysis Questionnaire in *Section 5—Forms and Worksheets.*

Telemarketing

Because it's an efficient method of reaching decision makers, outbound telemarketing is a very effective means of generating prospects in terms of overall response rates, but you may want to compare the costs involved with other options. Telemarketing can:

- Generate good prospect lists
- Fill seminars with qualified attendees
- Track and deliver leads

Resource Guide

Forms and Worksheets

On the following pages we've included various forms and worksheets to use in your seminar process. All of these are included on the Express Seminars CD for customization and printing.

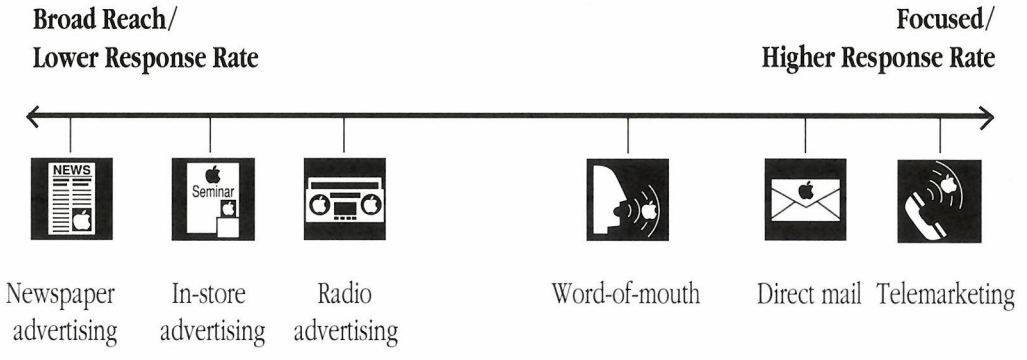
- Seminar Checklist
- ROI Worksheet
- Seminar Budget
- Reseller*Direct* Timeline
- Sample Confirmation Letter
- Needs Analysis Questionnaire
- Seminar Evaluation

Field Seminar Support Programs

Many of Apple's sales regions are currently offering seminar support programs to assist you in your demand creation efforts. These programs offer a range of prospecting tools. Newspaper, radio, direct mail or telemarketing efforts are combined to promote and attract qualified attendees to your seminars. These programs are reimbursable through AppleFund. Some regions may not currently have these seminar programs in place. Contact your Apple Sales Representative, Business Development Executive or Field Marketing Specialist for details.

If you choose to manage your own prospecting efforts, there are many methods and techniques you can use to reach your target prospects. Based on the results from a recent research report, you may want to consider using your local newspaper or direct mail. This report indicates over 70% of small business owners read their local paper and over 50% respond to direct mail. The main point is to keep your target audience's needs and behaviors in mind as you choose your marketing options.

In general, the more focused your prospecting efforts, the higher the response rate you will have. The diagram below illustrates the effectiveness of the methods we will discuss in more detail in this section.



Whatever prospecting method you choose to adopt in promoting your seminars, some general rules apply:

- Make sure it's easy for attendees to enroll
- Capture important information in the registration process

Attracting a Qualified Audience

Successful seminar selling relies on having qualified small business prospects in the audience. To assist you in generating these prospects, Apple offers the Reseller*Direct* program so you can conduct a direct mail campaign easily and affordably.

ResellerDirect

With Reseller*Direct*, Apple resellers can get the tools they need to reach the right audience at an affordable price. This turnkey direct marketing program is reimbursable through AppleFund and costs can be deducted from your AppleFund account via the Direct Deduct payment option. This flexible program enables you to use direct mail to obtain qualified seminar attendees. It includes:

- Mailing list selection
- Creative development of mailing materials
- Printing of mailers
- Mailing services
- Response handling services
- Fulfillment services
- Reporting and analysis

Because it provides considerable flexibility, Reseller*Direct* lets you control most factors of your mailing. And due to the individualized nature of the program all mailings look like they came from you, not Apple. You can even include your name, address and store logo. Through Reseller*Direct* you also have access to a nationwide database of more than 6 million prospects. In addition, you can add your own customer files to the mailing lists.

Mailings can be customized for several markets including small- and medium-sized businesses. Be sure to allow for enough lead time when using Reseller*Direct* for your seminar invitations. You will need to process your order 6 to 7 weeks prior to your seminar date. We've included a Reseller*Direct* timeline in *Section 5 — Forms and Worksheets*. For more information on the Reseller*Direct* program, contact your Apple Field Marketing Specialist or Apple Sales Representative.

Seminar Checklist

Seminar Activity	Person Responsible	Target Completion Date
Planning		
Identify key markets/prospects		
Define content		
Determine prospect generation methods		
Set data & location		
Determine budget/allocate resources		
Implementation		
Assign roles & responsibilities		
Prospect generation		
• Telemarketing		
- Select telemarketing agency		
- Prepare database for management/reporting		
- Make calls/report results		
• Direct mail		
- Purchase list		
- Develop invitation/mail		
• Newspaper advertising		
- Reserve space		
- Develop ad		
• Radio advertising		
- Determine stations/place buys		
- Develop spot		
• In-store advertising		
- Develop flyer/distribute		
Confirm attendance		
• Send or fax letter/Needs Analysis		
Locate/brief presenters		
Develop Business Solutions presentations		
Develop agenda		
Rent equipment		
Order refreshments		
Prepare information packets		

Seminar Checklist

Seminar Activity	Person Responsible	Target Completion Date
Seminar Day		
Presentations rehearsed		
Information packets prepared		
Refreshments scheduled/quantity confirmed		
Water for speakers		
Seminar attendees list at registration desk		
Room set up complete; check lighting, temp.		
Equipment set up complete		
• A/V equipment set up & focused		
• Demo files prepared/tested		
• Back-up prepared (extra cables, equipment)		
Staff assignments confirmed		
Evaluation forms complete		
Signage in place		
Teardown/clean up preparations confirmed		
Follow-up		
Review evaluation forms/categorize attendees		
Build database		
Assign leads		
Make follow-up calls		
Send follow-up direct mail		
Evaluation		
Qualitative		
• Analyze evaluation forms		
Quantitative		
• Calculate response rates		
• Calculate close rates		
• Calculate actual ROI		
Prepare management report		

Planning

In-House Seminar (10 to 20 attendees)	Larger Off-Site Seminar (25 to 50 attendees)	
Direct Mail (1000 pieces) Newspaper Ad	Direct Mail (2000 to 3000 pieces) Newspaper Ad	*Invitations*
In-bound Registration	In-bound Registration Out-bound for Pre-Seminar Confirmation	*Telemarketing*
Presentation Materials Collateral Information Kits/Folders Miscellaneous (name tags, pens, notepads, etc.)	Presentation Materials Collateral Information Kits/Folders Miscellaneous (name tags, pens, notepads, etc.)	*Seminar Materials*
Beverages, Snacks	Continental Breakfast Lunch Wine and Cheese	*Refreshments*
	Projection Equipment & Large-screen Monitors Sound System	*Projection Equipment Rental*
	Travel and Lodging Expenses	*Speaker Expenses*
	Room Rental Security Expenses Room Decorations	*Facilities Rental*
Direct Mail (thank you letter, additional information, etc.) Telemarketing follow-up (to schedule individual appointments)	Direct Mail (thank you letter, additional information, etc.) Telemarketing follow-up (to schedule individual appointments)	*Follow-up*

As you develop your seminar budget, use these general categories to plan your costs. You can then finalize your budget using cost estimates obtained from local vendors and based on projected seminar attendance. Budget and ROI worksheets are provided in *Section 5— Forms and Worksheets.*

Planning

AppleFund

AppleFund can be used to cover a significant portion of your seminar costs. Elements ranging from advertising and speaker fees to facilities and equipment rental can be reimbursable at up to 100% of cost. Seminar activities or demonstrations that include software or non-competitive peripherals as components of an Apple solution may receive full reimbursement, too. However, some seminar expenses are not reimbursable through AppleFund.

Details regarding all qualifying parameters are clearly outlined in your AppleFund Guidelines. Please refer to these as you plan your seminar. Prior approval from your Apple District Sales Manager is required for some activities, so be sure to ask your Apple Sales Representative or Field Marketing Specialist if you have questions.

To speed the reimbursement process, you will want to be sure to itemize your seminar invoices, provide color photos of any signage you are claiming, and include a sample of your seminar materials. A checklist for submitting a seminar claim is included in the AppleFund Guidelines. This is a valuable tool to use as you go through your budgeting process as it will help you determine funding sources as you plan.

We also recommend that you contact your Apple Sales Representative for information on Apple seminar support programs which are currently available in your region.

Cost Components

On the next page we've provided a list of elements which will drive the cost of your seminars. We've included lists for both in-house seminars and larger, off-site seminars. In each case, actual dollar estimates have not been included, as these costs can vary greatly by market. Again, you may want to look at ways to lower your costs by fully utilizing Apple materials and programs. These lists will give you a good idea of the types of things to consider as you budget for your seminar.

Return on Investment (ROI)

Average number of attendees per seminar	
Number of seminars conducted per year	x
Total number of seminar attendees during the year	=
Close rate	x
Total number of sales closed	=
Average system sale	x $
Gross sales	= $
Gross margin	x %
Gross profit	= $
Expenses	– $
Net contribution	= $
Return on investment ratio	to

Determining Costs and Budgets

As you begin planning your seminar, you will want to evaluate the costs involved and prioritize them to determine how they fit your budget. Seminar costs can vary depending on a range of factors, from the number of seminars you plan to host, the number of attendees, the location of your seminar and the number of prospects current efforts will deliver. The results experienced by those currently giving Macintosh seminars have shown that the potential return on investment (ROI) is excellent with resulting sales outweighing the costs incurred. And, you can leverage a great deal of your initial costs to prepare for future seminars as well. Here's a sample ROI based on a seminar series running twice monthly over one year's time:

• Average number of attendees per seminar	20
• Number of seminars conducted per year	x 24
• Total number of seminar attendees during the year	480
• Close rate	x 28%
• Total number of sales closed	134
• Average system sale	x $11,000
• Gross sales	$1,474,000
• Gross margin	x 15%
• Gross profit	$221,100
• Expenses*	- $4,800
• Net contribution	$216,300
• Return on investment ratio	45 to 1**

* This amount is based on the assumption that this is an in-house seminar with a total cost of $1,000 per seminar and with 80% AppleFund™ reimbursement.

** If your return is 45 times your investment, this indicates that you have recouped $45 of profit for every dollar spent.
This ROI is for sample purposes only and does not constitute a guaranteed return on investment.

To help defray many of your seminar expenses, you may wish to use AppleFund. Details about this program are outlined on the next page.

Seminar Budget

Seminar Activity	Estimated Cost	% Reimbursable via AppleFund*	Cost to Reseller
Prospect Generation			
Telemarketing		100%	
Direct mail			
• List purchase		100%	
• Mail piece development		100%	
• Postage		100%	
Newspaper advertising			
• Media cost		100%	
• Ad development		100%	
Radio advertising			
• Media costs		100%	
• Spot development		100%	
Prospect Generation Subtotal			
Facility Costs			
Room rental		100%	
Equipment rental		50%	
Refreshments		100%	
Facility Costs Subtotal			
Presentation Costs			
Speaker fees		100%	
Speaker expenses (travel, lodging)		0%	
Presentation development		100%	
Presentation Costs Subtotal			
Materials Costs			
Information packets		100%	
Name badges		100%	
Notepads, pens, etc.		100%	
Signage		100%	
Confirmation letters		100%	
Materials Costs Subtotal			
Follow-up			
Telemarketing		100%	
Customer incentives (giveaways, etc.)		100%	
Follow-up Subtotal			
TOTAL COSTS			

*AppleFund: Check guidelines — up to 100% refundable.

Resource Guide

Planning

Seminar planning involves preliminary steps such as determining costs and budgets, attracting qualified prospects, defining your seminar content and locating potential presenters. In this section, we will discuss the following in more detail:

- Determining costs and budgets **11**
- Attracting a qualified audience **14**
- Defining seminar content **18**
- Locating seminar presenters **20**
- Establishing your agenda **22**

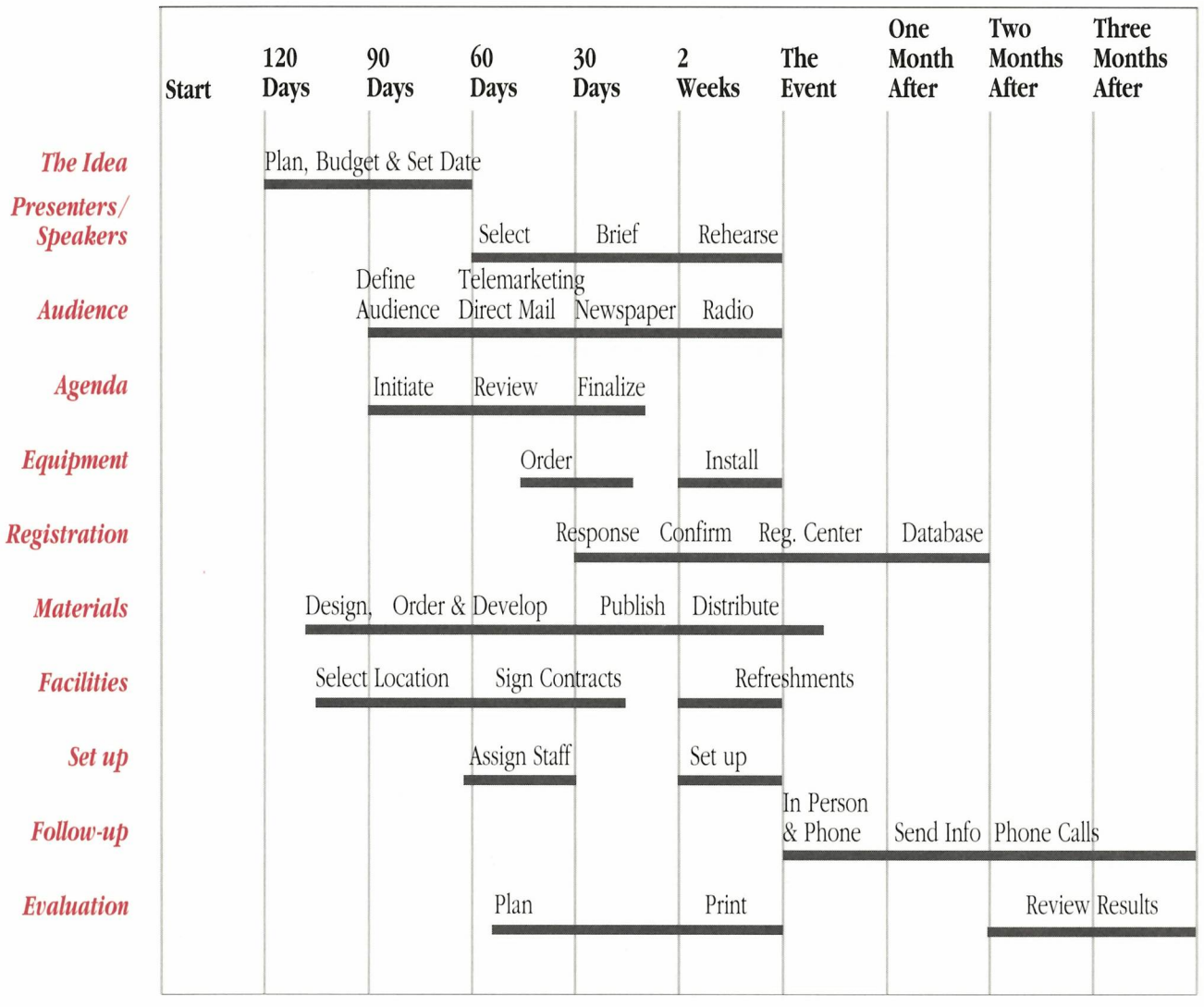
Welcome

You should also note that this information does not include walk-in attendees, and these people account for 30%-50% of seminar attendance.

Since SBSS Express Seminars offer an effective and efficient method of selling to small business prospects, we think you'll find them very helpful in building sales. Reaching more qualified small business prospects in a shorter amount of time makes dollars and sense.

Seminar Process Overview

Below is an overview with suggested timelines for the entire seminar process. The following pages of the Resource Guide will cover each area in more detail.



Reseller*Direct* Timeline

If you are using Reseller*Direct* for your seminar direct mail prospecting, you should plan a minimum of seven weeks in advance according to the schedule outlined below.

Week 1 – Planning and Development

- Check meeting location for availability and dates and tentatively reserve.
- Review the Reseller*Direct* merchandising kit to determine which type of seminar mailing you will use. Contact your Reseller*Direct* Specialist and review your order form with your address and contact name information. Be prepared to discuss the mailing type, audience and geographic selections you wish to use. Your Reseller*Direct* Specialist will be able to give you advice on target markets to consider, as well as the potential number of prospects available in your area.
- If you are writing your own creative copy, please call your Reseller*Direct* Specialist with your copy at 1-800-456-0959. If you prefer to submit your own mechanicals, detailed specifications are available from your Specialist.
- Review the Confidential Prospect Count Report included in your kit to determine the size of your mailing, geographic areas and choice of vertical markets.
- Fill out the Reseller*Direct* order form then fax or mail it to the address below. If mailing your order, be sure to build 3 to 5 extra days into your schedule.

mail: Reseller*Direct*
Order Department
1825 Chicago Avenue South
Minneapolis, MN 55404

fax: 612-872-6035

Week 2 – Order Placed/Verified/Confirmed

- Reseller*Direct* receives your order and calls within 3 days to verify counts and confirm availability of audience, site, date(s), time(s) and location of seminars to complete the reservation process.
- A completed order form should include:
  - –Dealer information including Direct Deduct number
  - –Type of mailer
  - –Audience selection
  - –Logo, if requested as part of creative
  - –Seminar information
  - –Creative copy, if chosen
  - –Response handling
- You should finalize arrangements for your meeting date(s), locations, speakers and print ads at this time.
- Your AppleFund account is charged for total mailing and production costs.

Week 3 – Pre-production Process

- Your Reseller*Direct* order is prepared for production. At this point, no changes can be made without delaying the order.
- Your order moves into production.
- A typeset copy of your mail piece will be sent to you via fax one day prior to printing. Next day approval is required to avoid delaying your order.

Week 4 – Production/Personalization Process

- Printing plates of your mailers are produced and pieces are printed.
- Mailers are imprinted with prospects' addresses and mailed.

Weeks 5 and 6 – Mail Delivery

- First Class mail pieces reach prospects within 5 to 7 days.
- Third Class mail reaches prospects within 10 to 12 days.
- Seminar prospects respond and reserve space at your seminar.
- Responses are sent to you via mail or through notification from MCI Direct.

Week 7 or later – Seminar

- Your seminar takes place.

Welcome

Information to Help Turn Seminars into Sales

Based on the experience of Apple resellers nationwide, some general tips for conducting successful seminars are:

1. ***Conduct smaller seminars more frequently.*** Due to cost efficiencies and the ability to follow-up on leads, most resellers report better results with weekly or bi-weekly seminars with 10 to 15 people attending.

2. ***Use existing customers as references.*** Prospects who have heard about your seminar from existing customers often close at much higher rates. The secret is on-going repeated contact with customers through surveys, rep visits, etc.

3. ***It's not how many attend, but how many close that makes a difference.*** Follow-up is critical and you can do that more effectively with a smaller group. Determine the size of your seminar by the number of reps you have, i.e. 4 available reps x 6 leads = 24 people maximum at your seminar.

4. ***Demonstrate your expertise.*** Utilizing consultants and developers often enhances a seminar, but always remember to demonstrate your expertise. Use the SBSS demos to display your knowledge and tell the attendees why they should buy from you.

Currently many of Apple's sales operations areas are conducting seminar support programs to assist you in advertising your seminars and attracting qualified attendees. In fact, to date over 2,200 seminars have been held across the country. These seminar programs have shown positive results including:

- Over 35,000 people registered through the 800 numbers
- An average of 15 registrants per seminar from the 800 numbers
- Close rates of approximately 28%
- Average Macintosh system purchases of $11,000[1]

[1] MCI Direct Telemarketing Reports, March, 1991

* *Note:* The calculations and numeric examples included in the Express Seminars kit are based on estimates so your actual numbers may differ. Apple takes no responsibility for actual reseller seminar attendance figures, return on investment or close rates. Examples of average system purchases may include both Apple and third-party hardware and software.

Welcome

Multiplying Your Sales Potential with Express Seminars

Express Seminars are designed to enable you to continue building on the success you are already experiencing with SBSS. Using the Express Seminars will help strengthen your selling efforts by:

- Enabling you to effectively demonstrate your expertise with a seminar audience
- Helping you leverage your sales resources by reducing the cost of selling
- Allowing you to capitalize on what you've already learned through SBSS
- Providing ready-to-use Macintosh demonstrations and an Apple Advantage presentation
- Offering you specific tools for planning and implementing your seminars, plus information on current Apple programs you can use
- Providing suggestions for seminar follow-up and evaluation activities

Most importantly, Express Seminars were created with your small business customers in mind. Time is a valuable commodity to you and to most small business owners. So we have made the format flexible enough to allow you to host a one- to two-hour seminar. The Express Seminars demos will enable you to provide your small business prospects with valuable information on how a Macintosh can improve their business, while fitting into their busy schedules.

You can use the Express Seminars to create a seminar customized to meet the needs of your target audience. Product demonstrations, the video, and the use of a variety of presenters, such as consultants, software developers or industry experts can make the seminar environment more interesting and impactful than an ordinary sales call. Finally, Express Seminars can help position you as a valued solutions provider and business partner since all the information your customers need has been brought together in one place. By attending an SBSS Express Seminar your small business customer can:

- See demonstrations of Macintosh solutions that meet their needs
- Learn from the questions/experiences of industry peers
- Gain a better knowledge of your services and expertise
- Do all of the above in a short span of time

Sample Confirmation Letter

<date>

<name>
<title>
<company>
<address>
<city, state, zip>

Dear <name>,

We are delighted that you will be joining us for the <solution> seminar for <target customer> on <date>, sponsored by <dealer>. During this seminar, you will have the opportunity to view firsthand the powerful Apple Macintosh solutions for your business.

You are confirmed for the following seminar session:

Date: <date>
Time: <time>
Place: <dealer location>

Directions:

Parking:

Please take a few moments to fill out the questionnaire enclosed and use the addressed and stamped envelope to send it back to us. The information you provide will give us a better understanding of your computer needs and help us tailor our seminar for you.

If your plans should change and you are not able to attend, or if you have any questions, please call <telemarketing company> at <phone number>.

We anticipate an exciting seminar and look forward to seeing you there!

Sincerely,

<Dealer>

Welcome

Made on Macintosh

Another folder labelled, Made on Macintosh, contains examples of professional materials produced by small businesses currently using Macintosh computers. These samples represent a variety of industries and the ways they use their computers.

Competitive Advantage

You'll also find a Competitive Advantage folder on the CD which contains information and demonstrations on how Macintosh beats the competition. Facts from recent independent research studies and demonstrations are also included for your use. Plus there's an Apple Advantage presentation which can be used to highlight the broad range of benefits the Macintosh offers. Refer to the notes section of the presentation for your script. We've also included a "reseller advantage" template which was created in Aldus Persuasion. You can use this to build your own presentation and emphasize your unique advantages.

Macintosh Disability Resources

Finally, there's a HyperCard stack entitled Macintosh Disability Resources. You can use this as a guide to better understand some of the special features and utilities that are built-in to a Macintosh. These are especially important to customers with disabilities since they offer them the same flexibility that many other Macintosh users can experience. The stack also describes a host of third-party products and devices that work with the Macintosh to ensure that the power and versatility of the Macintosh is available to everyone. The accessibility of the Macintosh is a distinctive and compelling advantage worth promoting in every selling situation. We hope you'll use this stack to take advantage of this advantage.

You may want to acquaint yourself with the SBSS Express Seminars by first reading through the printed materials. In addition, you can review the chart at the end of this section to get an overview of the entire seminar process.

Welcome

Express Seminars Business Solutions

In the tabbed sections of the binder you'll find industry-specific demonstrations and scripts which are condensed versions of the Business Solutions provided in SBSS. These have been shortened for use in seminars to highlight the functions most important to each industry. We have provided both real-time versions of these demos and automated (MediaTracks) versions for more convenient operation.

Additional industry-specific materials include: brochures, software directories, and industry overviews. You may choose to use these for background information or to help provide information to your customers.

Express Seminars Video and CD

We've also included both a video and CD to be used with the SBSS Express Seminars. The video provides small business success stories for each of the industries targeted. The Express Seminars CD houses a variety of tools you can use in your seminars. These include all the printed materials found in the binder, the Business Solutions demonstrations, and additional presentations and information.

Seminar Sales Tools

On the CD, you'll find a folder called Seminar Sales Tools. This folder contains the Express Seminars Resource Guide and HyperCard® stack. The Express Seminars HyperCard stack provides much of the same information you'll find in this Resource Guide, only in an automated format. Use the worksheets and tools provided to help in your seminar planning.

Business Solutions Directory

In addition to the planning materials, the Seminar Sales Tools folder houses various presentations and information which you can use to give your seminar greater impact. The Business Solutions Directory is a HyperCard stack of industry-specific solutions. This includes product descriptions and the names, addresses and phone numbers of the developers. You can use this to provide your customers with information on the solutions they need most.

Needs Analysis Questionnaire

Thank you for taking the time to fill out this questionnaire and return it to us.
The information from these questions will help us better understand and address your needs.

Name	
Title	
Company	
Address	
Phone	
Date	

1. Please describe your company's business. (Check only one response)
   - ☐ service
   - ☐ manufacturer
   - ☐ retailer
   - ☐ wholesaler
   - ☐ other .....
   - ☐ architecture firms
   - ☐ construction companies
   - ☐ wholesalers
   - ☐ non-profit services
   - ☐ real estate companies
   - ☐ lawyers
   - ☐ packaged goods companies
   - ☐ financial services companies
   - ☐ high tech companies
   - ☐ engineering companies
   - ☐ agriculture companies
   - ☐ food service companies
   - ☐ government offices
   - ☐ other .....

2. Approximately how many personal computers does your company currently own? (Check only one response)
   - ☐ none
   - ☐ 1 to 10
   - ☐ 11 to 25
   - ☐ 26 to 50
   - ☐ more than 50

3. Approximately how many full-time individuals does your company currently employ? (Check only one response)
   - ☐ less than 5
   - ☐ 6 to 19
   - ☐ 20 to 49
   - ☐ 50 to 99
   - ☐ 100 or more

4. Briefly describe what types of customers your company currently serves. (Check all that apply)
   - ☐ small businesses
   - ☐ medium businesses
   - ☐ large businesses
   - ☐ consumers
   - ☐ medical
   - ☐ service companies
   - ☐ manufacturers
   - ☐ retailers
   - ☐ advertising agencies

5. Briefly describe the kinds of services your company offers to its customer base.

   _____

   _____

   _____

6. What are the special challenges or opportunities facing your business? (Check all that apply)
   - ☐ compensation arrangements
   - ☐ staff size
   - ☐ staff expertise/capabilities
   - ☐ employee morale
   - ☐ company size
   - ☐ company location
   - ☐ profitability
   - ☐ cash flow/cash management
   - ☐ competition
   - ☐ customer service
   - ☐ responsiveness (i.e. speed of service)
   - ☐ services currently offered (too much or not enough)
   - ☐ other .....

Needs Analysis Questionnaire

7. Are the following attributes a competitive advantage or areas identified for further improvement? (Check all that apply)

	competitive strength	need further development
customer service	☐	☐
company size (smaller or larger)	☐	☐
resources offered to customers	☐	☐
product quality	☐	☐
responsiveness to customers	☐	☐
image in the community	☐	☐
industry expertise	☐	☐
distribution	☐	☐
company's location	☐	☐
quality of salesforce	☐	☐
quality of advertising/ marketing efforts	☐	☐
other		

8. Please identify if the following applications are computerized, planned to be computerized or performed for you by a service bureau. (Check all that apply)

	currently computerized	planned to be computerized	service bureau
accounting			
general ledger	☐	☐	☐
accounts receivable	☐	☐	☐
accounts payable	☐	☐	☐
payroll	☐	☐	☐
financial analysis/ budgeting	☐	☐	☐
spreadsheets	☐	☐	☐
inventory	☐	☐	☐
order entry	☐	☐	☐
tax preparation	☐	☐	☐
word processing			
correspondence	☐	☐	☐
presentations	☐	☐	☐
sales & marketing materials	☐	☐	☐
new business development	☐	☐	☐
creating forms (e.g., invoices, templates)	☐	☐	☐
letters/memos	☐	☐	☐
mailing labels	☐	☐	☐
technical writing	☐	☐	☐
proposals	☐	☐	☐
desktop publishing			
newsletters	☐	☐	☐
flyers	☐	☐	☐
copywriting	☐	☐	☐
brochures	☐	☐	☐
catalogs	☐	☐	☐
technical drawings	☐	☐	☐
miscellaneous publications	☐	☐	☐
video			
storyboards/scripting	☐	☐	☐
music	☐	☐	☐
information management			
mailing lists	☐	☐	☐
trafficking	☐	☐	☐
inventory	☐	☐	☐
storing and filing information	☐	☐	☐
tracking customers	☐	☐	☐
communication	☐	☐	☐
electronic mail	☐	☐	☐
sharing information/ networking	☐	☐	☐
accessing other systems	☐	☐	☐
design and drafting (CAD)	☐	☐	☐
conceptual design	☐	☐	☐
2D/3D design	☐	☐	☐
drafting	☐	☐	☐
modeling	☐	☐	☐
simulation and analysis	☐	☐	☐
mathematics/ statistical analysis	☐	☐	☐
data visualization	☐	☐	☐
animation	☐	☐	☐

9. What brands of personal computers is your firm currently using? (Check all that apply)
   - ☐ Apple or Macintosh
   - ☐ Compaq
   - ☐ DEC
   - ☐ Epson
   - ☐ Hewlett-Packard
   - ☐ IBM
   - ☐ NEC
   - ☐ Tandy
   - ☐ Toshiba
   - ☐ Zenith
   - ☐ other .....

10. Will you be purchasing a personal computer(s) within the next 6 months?
    - ☐ yes
    - ☐ no
    - ☐ don't know

Thank you!

Welcome

The SBSS Express Seminars binder contains tools to help you plan, implement and evaluate your small business seminars. Here's a sample of what you'll find inside:

Inside Express Seminars

Express Seminars Resource Guide:
- Planning
- Implementation
- Follow-up
- Evaluation
- Forms and Worksheets

Competitive Advantage Information:
- Apple Advantage Presentation and Script
- Research Results and Demonstrations

Industry-Specific Materials:
- Market Overviews of Industry Segments
- Condensed SBSS Business Solutions and Scripts
- Brochures and Sample Software Directories
- Made on Macintosh Samples

Compatibility & Connectivity Demonstration and Script

System 7 Demonstration and Script

Express Seminars CD

Express Seminars Video

Express Seminars Resource Guide

A primary component of this binder is the Express Seminars Resource Guide, which contains information and materials you'll need to plan and manage a successful seminar. To help you find detailed information quickly in the Resource Guide, a brief overview of the contents is provided at the beginning of each section. In each section we will also refer you to associated worksheets, checklists, and additional information found in the Express Seminars binder. Worksheets will be referenced by this icon.

Welcome

- In Chicago, a reseller representative had some "high margin" success with SBSS. Using the tactics learned in SBSS training, she proposed two accounting systems at full retail price and both proposals were accepted.

- In San Diego, a reseller used SBSS to demonstrate the productivity capabilities of the Macintosh to an office which used only MS-DOS equipment. After seeing the demonstration, the staff decided to purchase Macintosh and integrate their office.

As these results indicate, SBSS is proving to be an impactful tool for generating small business sales. Imagine its potential in a seminar setting where you can reach many more prospects within the same industry at the same time. To assist in doing this, we've developed SBSS Express Seminars. Based on the same proven techniques and demonstration formats of SBSS, Express Seminars provide specialized tools for your seminar program. The remainder of this guide introduces the tools which will help you plan and implement successful small business seminars.

Seminar Evaluation

Please complete this form after the seminar and return it before you leave.

Name	
Title and Company	
Address	
Telephone	
Seminar date	
Seminar time	
Seminar location	

Approximately how many personal computers does your company currently own? (Check only one box)

	none		26 to 50
	1 to 10		51 or more
	11 to 25		

Which brands of computers does your company currently use? (Check all that apply and indicate how many)

	Apple/Macintosh		NEC
	IBM		Compaq
	Tandy		Other DOS clones

How would you rate the seminar overall? (Circle your response)

Excellent Very good Good Fair Poor

How would you rate the appropriateness of the seminar to your needs? (Circle your response)

On target Very appropriate Somewhat appropriate Not very appropriate Not at all appropriate

Which, if any, topics were not covered fully enough?

How would you rate each speaker's knowledge of the topic? (Circle your response)

Name	Excellent	Very good	Good	Fair	Poor
Name	Excellent	Very good	Good	Fair	Poor
Name	Excellent	Very good	Good	Fair	Poor

How would you rate each speaker's presentation style? (Circle your response)

Name	Excellent	Very good	Good	Fair	Poor
Name	Excellent	Very good	Good	Fair	Poor
Name	Excellent	Very good	Good	Fair	Poor

Seminar Evaluation

Which tasks do you plan on computerizing? (Check all that apply)			
	Accounting		Information Management
	Communications		Word Processing
	Desktop Publishing		
What, if any, apprehensions do you have about installing a new computer system? (Check all that apply)			
	No apprehensions		Learning curve expected
	Costs		Employee resistance
	Start-up time needed		System obsolescence
	Downtime needed		Other
	Training required		
When do you expect to purchase a computer system? (Circle your response)			
Immediately	Within 3 months	Within 6 months	Within a year	No timeframe established
Based on what you've heard today, how interested are you in owning a Macintosh system? (Circle your response)			
Very interested	Somewhat interested	Not sure	Probably not interested	Not at all interested
What, if any, information would be helpful for you in your decision-making?			
Would you be interested in attending future seminars? If yes, what topics?			
Would you recommend this seminar to a colleague? Please tell us why or why not.			

Welcome to the Apple SBSS Express Seminars

Welcome to SBSS Express Seminars, part of the Apple Computer Small Business Sales System. SBSS provides tools to help you build customers, sales and profit in the lucrative small business market. With personal computer expenditures exceeding $12 billion, small business represents a profitable proposition for resellers.

And resellers across the country are achieving positive results by using SBSS to demonstrate the superior functionality of the Apple® Macintosh®. Below are just a few of the results of a survey conducted among resellers using SBSS.

- Over 90% of reseller representatives rated SBSS as very effective in selling to small business. In fact, reseller representatives reported closing 30% of their sales calls immediately, with another 40% pending. Almost 75% said SBSS had helped them shorten the sales cycle.

- SBSS sales efforts have also resulted in a large percentage (71%) of mid-range to high-end system sales. And, nearly half report that SBSS sales generate higher margins and greater sales volume than other sales methods.

In addition, resellers using SBSS are reporting numerous success stories including:

- In the Denver area, more than $2.5 million in reseller sales have been realized in three months as a result of SBSS.

- A reseller in the Southeast used the Needs Analysis Questionnaire to gain a thorough understanding of his prospect's needs. His SBSS demonstrations resulted in the sale of 8 Macintosh IIfx and four Macintosh IIci computers, plus a high probability of additional sales.

- A reseller in New York recently used SBSS in his presentation to a group of lawyers. Over 85% scheduled a second appointment.

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